

YOUR WEEK IN CHINA'S CAPITAL

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BEIJING TODAY

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Fake Moutai Promo Sinks Online Shop

Vipshop built its business on the promise of being fake-free. **Page 4**



Spiraling Child Care Costs Eat Savings

China's chaotic early education industry is crippling young parents. **Page 5**



Xi's Visit Makes Beer King of Brit

Longtime China resident Peter Bloxham is seeing a boom. **Page 6**



Scramble to Wed

Beijing's decision to slash the 10-day holiday bonus for late-marrying couples sent many men and women running to the marriage registration office last week,

The change is part of a policy revision that no longer sees a need to encourage late marriage and childbirth. **Page 2**

First Law on Domestic Violence May Take Effect in March

BY KARENA HU

China's first law to prevent domestic violence is expected to come into enforcement in March, according to a report by Chinanews.com.

The law, passed by the National People's Congress Standing Committee on December 27, consists of six parts, which set rules on the prevention of and protection from domestic violence, as well as the legal responsibilities of aggressors.

The law defines domestic violence as the act of "physical, psychological and other harm inflicted by family members by beating, binding or limiting physical liberty, recurring invectives or verbal threats."

Victims can file a personal protection

order application to seek legal assistance. For victims who are unable to file an application on their own, relatives, neighborhood committees or village committees have the right to file on their behalf. Applications will be passed to the People's Court for review and enforcement. Orders can be canceled, modified or extended according to the victim's demand.

Provisions for sexual assault and homosexual domestic violence are notably absent from the law.

Guo Linmao, an official from the Legal Affairs Commission of the National People's Congress Standing Committee, said homosexual domestic violence was not included in the law due to a lack of

reported complaints.

"Regardless of sexual orientation, the rights of every Chinese citizen deserve to be protected. In China, attitudes toward the LGBT community are more open than in the past," said Mou Hong, an official from the National Working Committee on Children and Women under the State Council.

"Sexual assault can be a venue for domestic violence, just like physical assault or mental abuse. We hope future amendments will draw on experience from handling these cases to offer better protection," Zhang Rongli, a professor at China Women's University, told Paper.cn. ■

(Karena Hu is an intern at Beijing Today.)

CHINESE STOCK INDEXES

SSE (Shanghai)

Close	Change	YTD
3,007.65	▲ 58.05 (1.97%)	-15.02%

SZSE (Shenzhen)

Close	Change	YTD
10,344.94	▲ 366.12 (3.67%)	-18.32%

HSI (Hong Kong)

Close	Change	YTD
19,817.41	▼ 117.47 (0.59%)	-9.57%

Accurate to market close on January 14, 2016





CFP Photos

New Regulation Pushes Couples to Marry Before 2016

BY DIAO DIAO

As part of its new draft regulation on population and birth control in Beijing, the municipal government is canceling its seven-day holiday for couples who marry late.

The December draft updates a regulation that dates back to 2001. Under the old laws, couples who married after the age of 25 or 23 could have a seven-day holiday in addition to the common marriage allowance of three days.

The length of the holiday varies from province to province. In Shanghai and Tianjin, the extra holiday is seven days. In Sichuan and the Xinjiang Uygur Autonomous Region, the extra holiday is 20 days. Gansu province allows 30 days for

late-marrying couples.

A poll of Chaoyang and Xicheng district residents by *Beijing Youth Daily* found that many couples married earlier than their planned date to secure the extra holiday.

In December, some 9,090 couples got married, up from 7,025 in 2014.

On the morning of December 30, more than 50 couples lined up at the Chaoyang marriage registration office. There were 100 couples in the lobby when the office opened at 9 am.

Many women also complained about the changed regulation, and that it wasn't fair to cancel the holiday simply because more couples are marrying later.

Zhang Chunsheng, director general of the Legal Secretary at National Health and Family Planning Commission, said the average age of marriage is about 25 years old and the average age of child birth is over 26.

"The country doesn't need to encourage delayed marriage and childbirth. Pregnancy at a later age can cause other problems for the mother and baby," Zhang said.

Companies are making new holiday rules for marriages, according to the new regulation. Couples who marry before the regulation takes effect will still be able to enjoy the full 10 days of holiday time. ■

Grad School Questions Leaked Before Test

BY DIAO DIAO

Although educators said 2015 would be the strictest year yet for the National Graduate Exam, pictures of the tests' questions on politics and English appeared online even before it ended.

Initial reports blamed the leak on the Haitian and Wendu training schools. The Ministry of Education said it is currently investigating the matter.

New regulations released on November 1 ruled that attempts at cheating may be punished by criminal sentences of up to seven years of imprisonment.

The second part of the English section appeared online before December 26. Some students received the answers to the questions 45 minutes before the exam.

Images posted online showed the answers to the section, its writing topic and many keywords. Portions appeared to be handwritten.

Politics questions and answers were also distributed online. Netizens found that Haitian's official QQ account released the questions from the politics section on December 25.

A test taker named Xiaowen told *Beijing Youth Daily* that he received a call offering to sell the exam's answers. He had assumed it was a fake call. Xiaoli was another candidate, who said many online forums offered contact information for agents who were selling test answers.

Beijing Youth Daily reporters contacted Haitian and Wendu, the related training

Science's Top Award Goes Unissued, Again

BY KARENA HU

The annual National Science and Technology Prize award ceremony at the Great Hall of the People on January 8 failed to issue a National Top Science Award for the second time in the prize's history.

Founded in 2000 to honor outstanding Chinese and foreign scientists who made great achievements in the last year, the National Science and Technology Prizes ceremony confers five award tiers with prize purses ranging from 10,000 yuan to 500,000 yuan.

This year's ceremony awarded 297 projects and seven foreign scientists.

The National Top Award is the ceremony's yearly highlight. It carries a purse of 500,000 yuan and is signed and presented by China's president. A total of 25 scientists have won the National Top Science Award.

Many Chinese commentators questioned why Tu Youyou, the 2015 Nobel Prize winner in Physiology or Medicine, was not the National Top Science Award winner this year.

"We are regretful for the final outcome," an official from the National Office for Science and Technology Award told *Beijing Youth Daily*. Top science award candidates are selected through a recommendation system, and only recommended scientists can be considered for the top science award, he said.

"Tu Youyou has made great contributions to the health of mankind with her discovery of Artemisinin. However, without a recommendation, we cannot include her as one of our candidates," he said.

"The awards are issued under a principle that puts quality before quantity. There might be more years where we choose not to issue the National Top Award," the official said. ■

(Karena Hu is an intern at Beijing Today.)



消息(28) 2016文都考...

英语二：假如你赢得了一场翻译竞赛，你的朋友JACK写了一封邮件祝贺你，并向你询问有关翻译的建议。回答以下内容：1、向他表示感谢。2、给出翻译的相关建议。

院长 英语二的翻译，参考下：超市设计的目的就是为了让消费者尽可能多的在店内逗留，他的理由很简单：你看到的东西越多，你消费的就越多。超市中陈列很多商品，根据购物营销研究所的调查，平均超级市场进口食品市场办公承载大约4000不同种类的商品，有的甚至高达上万种，琳琅满目的商品足以让你眼花缭乱。根据我们平常购物经验，对我们来说，迅速做出决策的要求越来越高，40分钟的购物能力后，大多数人已经不再是理性选择，开始感性消费。这就是为什么购物车里面的商品会有50%是我们不打算买的。

Photo by jiangsu.china.com



Imported Foods in China: Where Are the Labels?

BY DIAO DIAO

Imported food are easily found in many Beijing supermarkets and online shops, but many are missing Chinese labeling information.

In a bizarre twist, many shoppers have come to believe the products without Chinese labels are the only genuine imports. This is in spite of orders from the General Administration of Quality Supervision, Inspection and Quarantine which require all imported foods to be sold with standardized Chinese labeling.

Clark, a shop selling imported foods in building M of the World Financial Center,

NEWS

carries a broad selection of wines, chocolates and cookies that lack proper labeling.

Green Tree, a Korean foods shop by the Wudaokou subway station, has very few products with Chinese labels. Where labels are present, they lack key information about production and expiration dates.

Beijing Youth Daily reporters visited the shop in December and found a kind of peanut balls sold in the shop expired on November 18 but remained on the shelf.

The nearby shop Mini contained a mix of labeled and unlabeled foods. Staff said the ones with Chinese labels were imported specifically for Chinese distribution.

Zhu Danpeng, a researcher at the Chinese Institute of Food Business, said there are three kinds of "imported" foods on the Chinese market.

"The first are those that are produced and packed abroad. The second type are those whose ingredients were imported by a Chinese company and packed locally. The third are products of an unclear or apparently foreign origin. Only the first type can actually be called 'imported,'" Zhu said.

Zhu said the reason that many imported foods lack Chinese labels is because of how they enter the country.

Many foods are not imported legally. Some are brought back by travelers, or by agents who misreport the amount of food they are bringing in so as to avoid inspection. ■

THE WEEK IN WEIRD

STRANGE HAPPENINGS ON THE CHINESE NEWS WIRE
BY SU DERUI

Doctor Busted for Taking Exams in Student's Stead

A former hospital doctor surnamed Yan was caught attempting to stand in for a medical student at a university exam in Huangshi, Hubei province. He was caught at the entrance when moderators recognized his image did not match the ID card of Dai, the 29-year-old female student he was impersonating.

Dai hired Yan in October and offered to pay 60,000 yuan if he would pass the December 26 exam in her place.

Yan was arrested by Chengdu police and charged with cheating on a national exam, a crime which can result in a fine of up to seven years imprisonment. He told police he quit his job at a hospital in 2013 when he found he could earn more money by helping students to cheat.

(Tencent News)

FDA Advises Passing Up Pork That Glows Blue

A resident of the village of Geleshan, Chongqing was surprised when he woke at 5 am to learn the pork he set out to marinate was glowing blue.

The local butcher who sold Jian the meat at the wholesale market said he could not explain the glowing pork, but noted that it came from his usual supplier.

Samples of the meat were sent to the Department of Food and Drug Administration for testing. A spokesperson for the FDA said the lab results were inconclusive, but that the glow could be related to excess phosphorus in the pig feed.

(Tencent News)

Lonely Man Phones 110 to Fulfill Policewoman Fetish

A Beijing man surnamed Zhang called the 110 police hotline more than 100 times seeking stimulating conversation with policewomen.

Zhang, 29, would immediately end his call if a male officer answered. However, he would attempt to spin a sympathetic story about being a fugitive wanting to turn himself when a woman answered.

Police arrested Zhang in Chaoyang District on December 23. He said the calls were made to fulfill his policewoman fantasies.

(The Paper.cn)

Fake SWAT Cop Attempts to Scare Philandering Father

A 21-year-old from Changzhou, Jiangsu province surnamed Guo had long dreamed of becoming a policeman. When he learned his father was visiting prostitutes, it seemed like the perfect opportunity.

Guo donned a SWAT uniform, boarded a taxi and headed for the whorehouse. But his plan came apart when he was attacked by a dog. The scene aroused the attention of well-meaning passersby, who called the police to ask whether SWAT had been deployed to the area.

A local officer soon arrived to detain Guo for impersonating a police officer. Guo told the officers he bought the uniform online to scare the prostitutes and catch his dad in the act.

(The Paper.cn)

Private Hospitals Hire Shady Solicitors to Snatch Business

BY YANG XIN



400 employees still continuing his previous role.

For each patient introduced by the company, the hospital pays a 100 yuan to 300 yuan commission fee. The hospital bills patients an average of 6,000 yuan in unspecified medical fees, often for treating fabricated diseases.

Half of the hospital's profits are used to bid for top search spots on popular search engines such as Baidu, Sogou and 360. Fang said some 300 employees in the com-

pany worked as scalpers and the other 100 focused on bidding for placement.

Beijing Yingcai Hospital Management has been cooperating with Jianguo Hospital, Changhong Hospital, Shuguang Hospital and Tongji Hospital, all of which specialize in male health problems, according to *Beijing News*.

Fang said the marketing model has spread to private hospitals nationwide. Mobile networks offer a cost-effective way to seek customers compared to using offline recruiters.

That private hospitals are able to use such a sales force effectively reflects a basic problem in China's medical system, said Liu Guoen, a professor at Peking University's National School of Development.

Public hospitals are always overcrowded with many patients lining up out of the door. Many turn to the Internet seeking advice on alternative ways to see a doctor, Liu said. ■

BY WANG YAN

A recent video of a woman eating spicy chicken feet and spitting the bones on floor of the Shanghai subway went viral. In the video, the woman is seen shouting at the other passengers who asked her to stop spitting all over the subway.

Internet users quickly identified the woman as a violin teacher at a music training school in Shanghai. They also found footage of her appearance on a dating show in 2012.

Several media outlets, including China Central Television (CCTV), interviewed the woman who said she did nothing wrong and did not believe her behavior affected others.

"My behavior did not break rules of a civilized society nor was it against any

regulations. I don't think I affected other people, and I don't think I have done anything wrong," she told CCTV.

She said the apology letter attributed to her online was not her own work. "There are a lot of people who are pretending to be me, but I can assure you I'm not the one who wrote any of those apologetic words," she said.

"I didn't have anything with me to hold the bones. No plastic bag or anything like that," she said.

Most of Chinese commentators slammed her behavior, accusing her being rude and uncivilized. Others suspected the incident was an attempt at viral marketing. She has reportedly increased the cost of her violin lessons since the incident. ■

Shanghai Subway's Chicken Foot Eater Becomes Web Celebrity





Photo by taiwan.cn

Fake Moutai Scandal Exposes Vipshop's Ailing Business

BY SHU PENGQIAN

Vipshop, an online platform popular with female shoppers, kicked off 2016 with a credibility crisis.

On January 2, Vipshop admitted to selling fake Moutai liquor, a popular brand of Chinese spirits. In its statement, Vipshop said it severed relations with the fake Moutai supplier and reported the case to the police.

Counterfeit goods are hardly uncommon in China, and even major marketplaces like Tmall are littered with fake goods. But for Vipshop, the liquor scandal is a matter of life and death. The platform's entire premise is that it only sells 100 percent authentic goods.

Damaged Image

The fake liquor was exposed during

Vipshop's anniversary activity, a promotional event that began on December 8.

To celebrate the brand's establishment, Vipshop announced numerous special offers. But one consumer surnamed Zhang wrote on 99shi.com, a forum for liquor lovers, saying the Moutai he received from Vipshop was fake.

"I bought eight bottles of Moutai at a price of 580 yuan per bottle on Vipshop on December 8. When I received the goods, I could tell at once glance that they were fake," Zhang told *Securities Daily*. "Professional identification confirmed that the Moutai sold by Vipshop was indeed fake."

Zhang called Vipshop's customer service, but the company refused to

admit its Moutai was fake or offer compensation. Zhang then reported it to Guangzhou Food and Drug Administration in Guangdong province, where Vipshop is located.

Meanwhile, many other liquor lovers chimed in on 99shi.com to report their Moutai from Vipshop was also fake.

If Vipshop had offered a sincere apology immediately and compensated the buyers, it might have avoided a public relations nightmare. Unfortunately, companies rarely have the courage and wisdom to confess faults on their own.

Vipshop scrambled to shift the blame to its supplier, stating it would offer refunds to the 903 customers who ended up with fake Moutai on December 15.

唯品会

vip.com

Photo by baik.e.sogou.com

"Vipshop has built a sound system to check every commodity supplier," it said in a statement. In other words, Vipshop denied selling fake goods.

"I'm very disgusted with Vipshop's attitude and the way it refuses to admit it was wrong," a consumer who didn't be named told *Securities Daily*.

On January 2, the day Vipshop made its formal apology, Kweichow Moutai Group announced it had no business relationship with Vipshop. Seven days later, Vipshop apologized for its "insincere attitude" and temporarily suspended all its liquor sales.

No matter what measure Vipshop takes, its credibility is already lost. That will make it tough for the company to survive in China's brutal e-commerce arena.

Struggle to Survive

Vipshop was one of the first Chinese shops to utilize time-limited special offers, during which consumers could buy a specific quantity of goods at a steep discount.

It used the model to cooperate with many popular brands and to offer high-quality and inexpensive goods to consumers. The company also has a professional team dedicated to filtering goods for quality or suitability to optimize its customers' shopping process.

The model helped Vipshop win many female users, and it quickly became the top online market for female shoppers. In the fourth quarter of 2014, the number of Vipshop's active users totaled some 12.2 million.

But by the third quarter of 2015, Vipshop's active user base fell to 2.4 million. On December 30, its market capitalization was \$8.84 billion, less than the \$17.9 billion reported on April 10, 2015.

The sharp decline suggests its "special offer" marketing model is failing to retain users. That may be because many other online retailers have started to imitate Vipshop's tactics, giving shoppers alternative choices.

It could also be a sign of how consumer's shopping habits are beginning to normalize. Previously, the exclusivity of the marketing model led many shoppers to binge on useless items. Since the discount model is no longer new, consumers may have learned to shop less on impulse.

Moreover, the competing online shopping platforms Meilishuo and Mogujie have started to encroach on Vipshop's territory.

Meilishuo and Mogujie have cultivated a reputation as the best online clothing shops. They recently invited Lu Han and Li Yifeng to do their commercial endorsements. On January 11, Meilishuo and Mogujie signed a merger agreement. The value of the new company is estimated to be \$3 billion.

Vipshop has not been waiting for death. It tried to revive itself by expanding its business since 2013, adding household appliances, maternity wear and child products to its catalog. But those require a delicate balance of time, money and energy to avoid bringing down its core business.

But given its competitors in the clothing business and the fake Moutai incident, analysts say such balance has eluded Vipshop. ■

Lack of Regulations, Industry Disorder Hinder China's Early Childhood Education

BY YANG XIN

Young parents in China, most of whom were born during the third baby boom of the 1980s, are dumping the income into early childhood education and care centers – lest their children fall behind.

Even by 2011, early childhood care and education accounted for more than 35 percent of household expenditures among urban families. Many families spent 10,000 yuan each year, according to a survey by China Youth & Children Research Center.

The government made early education a part of its National Medium and Long-term Educational Reform and Development Plan (2010-2020), and promised it will increase preschool enrollment by 50 percent and open access to 40 million children by 2020. This would include three years of preschool for 70 percent of all children in China.

Even with such encouraging promises, early education still encounters a laundry list of problems in China. Causes range from government neglect to the education industry's own disorder.

Totally Free Industry

While it has been ruled that children between the ages of three and six should have access to preschool, children under the age of three are not included in China's national educational system. Many private early education institutions and service centers have sprung up to fill the gap.

But without specific government provisions and restrictive industrial standards, the industry has become a

breeding ground for unscrupulous individual merchants.

Since there are no specific regulations on the industry or a well-recognized education model, most early education institutions in China are registered as consulting companies or educational training centers to evade the gaze of local educational departments.

Setting up an early education institution is no different from founding an ordinary company. According to a Sohu report in 2014, more than 60 percent of such schools in China have nothing to do with the local educational department.

Furthermore, in terms of price-setting and teacher recruitment, private institutions play the roles of both players and the rule makers at the same time.

Most schools require a minimum order of 20 courses and offer discounts on more purchases. The unit price for a course is 260 yuan. Parents who buy 100 courses once can have a reduced price of 155 yuan, an employee at one early education school told *Modern Express*.

It's common to see early education institutions charging tens of thousands of yuan in tuition fees each year, according to *Beijing Evening News*.

In terms of the teacher recruitment, a research report by Guangdong Early Education Association in November 2014 said only 10 percent of the teachers recruited by early childhood education centers in the province have teaching certificates. "It's hard to know which teachers who are dedicated to the industry, as China has no qualifying certificate for early education

teachers," Yuan Ailing, an early childhood education expert told *South Weekly*.

Western countries tend to strictly regulate their teachers of early education. In the US, the minimum requirement is a bachelor's degree and no less than six months of working experience, Jeremy Moretti, an American studying infant and child psychology told *Information Times*.

Modern Express interviewed a woman surnamed Zhang, who identified herself as the head of an early education center in Nanjing. Since assuming her role, she has never been inspected by a government official. "In this industry, everything depends on the company's social responsibility," Zhang said.

Unfortunately, many are reckless money seekers.

Last December, Xinhua News Agency reported how Yibaobei, an early education institute in Beijing, closed suddenly after spiriting away the tens of millions yuan in tuition fees it collected from 400 families.

Last September, *China Business* reported an employee at Beijing Jiahezi Culture Company tricked the mother of a one-year-old baby to apply for the company's membership card, priced several thousand yuan, without telling her that the card can only be used by children more than 2 1/2 years old.

Similar cases have occurred nationwide. Cities like Shanghai, Xi'an, Hangzhou, Wuhu in Anhui province and Changchun were all found to have early childhood education centers that closed after founders absconded with the money.

Chinese-Style Ed

Setting the deficiency of governmental supervision and the disorder within the industry aside, experts have deep concerns over the misleading early education principles in China.

Surveys found that 70 percent of Chinese families confuse early care and education with knowledge gaining. In order to appeal to parents, who have unrealistic ambitions for their children, domestic companies are creating courses to teach preschool children practical knowledge in English and math. One even opened MBA courses for babies, said Chen Lei, a Shanghai CPPCC member.

Germany, the first country to offer early education schools, does not have specific regulations nor institutions for preschool children under the age of 3. The government's only recommendation is a general intelligence development plan, said Hans-Gunther Robach, an early education professor at Otto-Friedrich-Universitat Bamberg.

"A large-scale educational plan launched by the State, for example, aims to cultivate the language ability of two-year-old children, and is conducted not through training or reciting but through children's interactions with their parents in their daily life and activities," Robach said.

According to *International Herald Tribune*, in Germany, it has become a family tradition that parents stay at home to accompany and educate children younger than three years old. ■



Photo by CFP

British Businessman Finds China Welcoming Market for Agri-Food Education, Beer

BY SIMINA MISTREANU

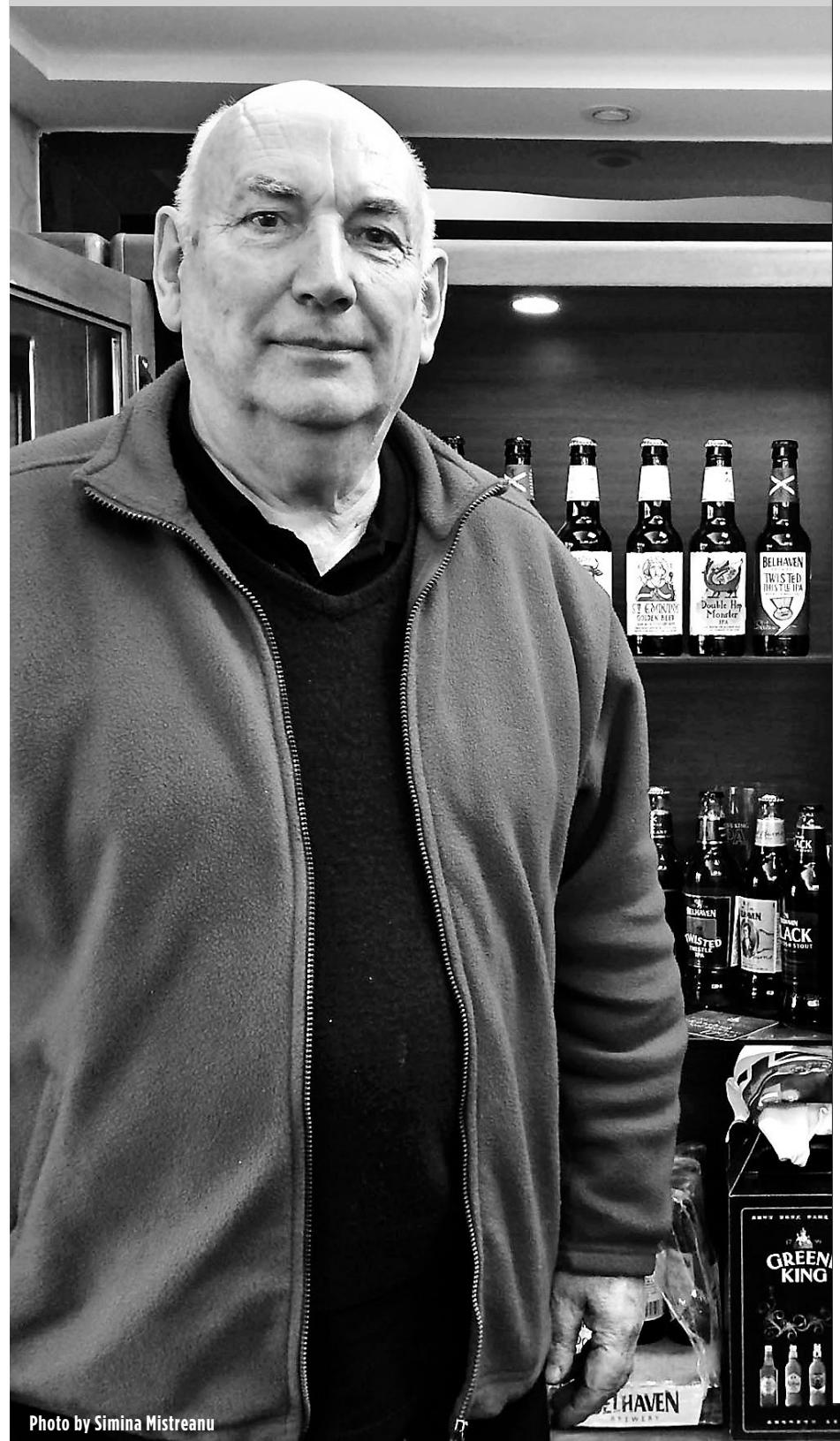


Photo by Simina Mistreanu



Photo by telegraph.co.uk



Photo by chinadaily.com.cn

When President Xi Jinping shared a pint of beer with British Premier David Cameron at a Buckinghamshire pub during his state visit in October, the gesture reverberated across the continents. It stirred curiosity about beer and flushed some business owners with cash.

The local pub, The Plough at Cadsden, a longtime favorite of Cameron's, is now a destination for hundreds of Chinese tourists.

People back home also demanded to taste the beer Xi seemed to be enjoying. Greene King IPA, the beer savored by the two world leaders, has seen a rise in Chinese exports of 1,600 percent, and an 8.5 percent uptick in share value in December – the highest in a decade.

In Beijing, British businessman Peter Bloxham mused at how the seemingly innocuous event affected his business. Bloxham's company PFB Trading imports Greene King IPA and other British beer into China. After the Buckinghamshire toast, orders started pouring in from around the country: hotels, restaurants and distributors all wanted the IPA. The phone didn't stop ringing for two days.

"We'd become multimillionaires if it went on like this because it's just crazy. Absolutely crazy," Bloxham said from his office across the street from the Beijing Workers' Stadium.

Bloxham, who first came to China in 1994 and has since decided to make it his permanent home, sees the country as a land of opportunity. He's found a welcoming market for both his businesses, which are related to agri-food education and British food imports.

Agri-Food Education

Twenty-two years ago, the Chinese government financed an environmental project to improve water quality on the Beijing plain. They brought in specialists from Britain. Bloxham, who was the head of engineering at Harper Adams University, an agri-food school in Shropshire, came to Beijing for numerous short trips over the next four years.

Toward the end of the project, he liked it so much in China that he wanted to stay. He moved to Beijing in 2000 to set up joint degree programs in food quality retail and international business at Beijing University of Agriculture. Today, students who enroll in these programs study for three years in Beijing and for one year at Harper Adams. About 80 Chinese students live on the UK campus every year.

At first, Bloxham lived on the Beijing University of Agriculture campus. He remembers the rooms had no heating and that selling agri-food education

in China was tough.

"People associated agri-food with peasants' work. It was difficult to recruit students," Bloxham said.

But the programs gradually grew, along with the agri-food industry in China. Bloxham has also helped set up partnerships with China Agricultural University, Dalian Polytechnic University in Liaoning province and Huazhong Agricultural University in Hubei province.

In 2004, he set up his own consultancy company, PFB Associates, and later the import firm PFB Trading. He imports British beers, ciders and cheese.

Beer

In the mid-2000s, like now, the Chinese beer market was dominated by local light lager brands such as Yanjing, Snow and Tsingtao. The imports were mostly German beers. The import firm Vandergeeten had started selling premium European beers in China, such as Hoegaarden, Leffe and Boddingtons. In 2008, Shanghai-based DXCEL International started bringing in craft beers from American breweries such as Rogue and North Coast Brewing.

But the prices were high and sales were difficult, said Roy Locke, product supervisor at DXCEL International. There wasn't a Chinese term to describe craft beer, and the sales were highly dependent on expats.

The market has evolved since, but according to industry experts, craft beers still make up less than 1 percent of the Chinese beer market, estimated at 486 billion yuan in 2014.

Bloxham too struggled with selling the British beer on the Chinese market. Beside Greene King IPA, he imports other brands such as Old Speckled Hen, Belhaven and Abbot Ale, as well as ciders and ginger beer.

But Xi's drinking of IPA has given a boost to his business. In December he was waiting for three shipments totaling 75,000 bottles of Greene King IPA to reach the port of Tianjin, up from about 6,000 bottles of beer and cider that Bloxham used to import monthly.

"I think after Spring Festival we'll get back to normality, but our sales will go up by then," Bloxham said.

The Britishman has decided a while ago he wants to make China his permanent home. To that end, he's sold his properties in the UK. He says he's always felt welcome in China, even though he sometimes experiences annoyances, which he's learnt to accept.

"I've never felt anything that made me feel I want to get away from here," he said. "It's a land of opportunity, but you have to go with the flow; it's not worth fighting it." ■



CFP Photo

Great Britain Extends Tourist Visas for Chinese to Boost Economy

BY SIMINA MISTREANU

Chinese travelers bound for Great Britain will be receiving two-year multi-entry visas starting from this month. Previous tourist visas for Chinese visitors were limited to six months.

British Prime Minister David Cameron announced his government's plans for the change last October. Chinese tourists spend 500 million in the UK each year, mostly on luxury shopping and tourist attractions. The number of visitor visas issued to Chinese travelers has tripled over the past few years, from 115,000 in 2009 to 336,000 in 2014. Each visitor spends an average £2,688.

The British government hopes that the extension of the visitor visas will lead to more spending.

"China is becoming one of our fast-growing tourism markets, so making it easier and more convenient for Chinese

visitors to come to the UK is extremely important," Cameron said in a statement published on the British government website.

Cameron also announced plans to institute a 10-year multi-entry visa for Chinese tourists at no extra cost. A UK visitor visa costs £85.

The British government is also extending its mobile fingerprinting service from nine Chinese cities to 50, and is discussing plans to expand its number of Visa Application Centers in China.

Chinese visitors spend on average 10 nights in the UK, compared to an average of six nights for all foreign visitors, according to VisitBritain. Almost 40 percent of Chinese visitors shop at luxury stores. Every 22 additional Chinese tourists create an additional job in the Chinese tourism sector, the government said. ■

The Mahjong Box Arrives in Beijing

BY WANG YAN

Directed by Fabien Gaillard, *The Mahjong Box* is the latest collaboration between a French director and Chinese producer.

The psychological drama follows the story of Tom, an American living in Shanghai. When his wife dies in an accident, Tom cannot overcome the grief. He repeats a soulless daily routine until he meets Bobo, a girl who bears an uncanny resemblance to his wife. Tom devotes himself to winning her attention.

The film stars James Alofs and Chinese actress Tan Zhuo, and was shot in Shanghai.

Director Fabien Gaillard studied film at Paris 8 University and obtained his master degree in directing in 2004. That year, he completed his first film, *Boloko*, a short film starring French actor Jalil Lespert.

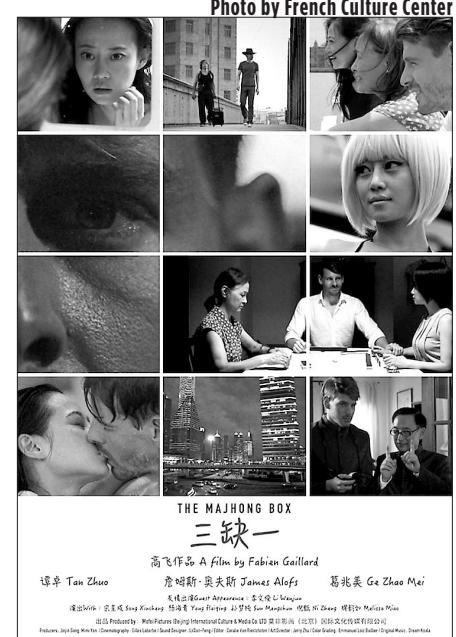
Gaillard moved to Shanghai in 2006 and shot documentaries while preparing for his film. He completed his first feature-length film, *Lao Wai*, in 2010.

The movie follows Paul, a French native who works as an IT engineer in Shanghai. In his spare time, he performs at one of Shanghai's music clubs.

Although Paul is fluent in Chinese and has profound knowledge of the country, he is permanently an outsider. Paul falls in love with a girl named Mei, but overwhelming cultural differences test the limits of their attachment. Set against the backdrop of modern China, *Lao Wai* depicts China and its people by exploring themes of betrayal and forgiveness. ■

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Struggle in China Narrates Beijing Youths' Stories



The Communist Youth League of Beijing has been surveying the capital's young adults since 2013. The league collected more than 108,000 questionnaires and conducted more than 6,000 interviews during the last two years.

The result of that work is *Struggle in China*, its new documentary. This seven-episode series narrates the stories of seven groups of people in Beijing. Each installment reveals the living condition of young adults in Beijing, their lifestyles, their challenges and their happiness.

First Episode: Young Artists in the “Beipiao”

Beipiao is a Chinese noun referring to those people who work and live in Beijing without registered residence in the capital.

The first episode follows five young artists in the beipiao group: Ji Bin and Yao Yao from Liaoning province, Chen Tiantian from Shandong province, Liu Zheng from Hebei province and Lin Zhi from Hunan province.

Beijing's thick cultural environment attracts many young artists to come and pursue their dreams. The survey found that Beijing has 95,000 young artists in the beipiao, most of whom work in music, dance, painting, drama, folk art or acting and live in the districts of Chaoyang, Tongzhou or Haidian.

Young artists in this group suffer life and work pressure: their jobs are unstable, and their monthly income averages 4,551 yuan, below the local average.

Two thirds of the people live in the suburbs to save money on housing. Four in five interviewees were unmarried, and more than half of those were single.

Second Episode: Young Teachers

Diao Rongchun (Chinese teacher), Gao Jiao (PE teacher), Xu Yang (English teacher), Cheng Xiao (professor at Beijing Normal University) and Wang Bo (professor at Beijing Institute of Technology) are the subjects of this episode.

The young teacher group boasts high academic qualifications. Three in four held a master's or Ph.D degree, and 70 percent graduated from one of the nation's top schools.

Although 57 percent of the interviewees said they have great work pressure, most were satisfied with their profession.

The group has stable jobs, high pay and high social status. But with those come other pressures. Among university teachers who were younger than 35 years old, only 34 percent managed to purchase a home.

Third Episode: Young Media Professionals

This episode follows five media professionals: Wu Wenjuan of the *Legal Evening News*, Li Jia of the *Beijing Youth Daily*, Zhang Jing of a web media company, Tu Yan of Beijing TV and Bai Yu of China National Radio.

When asked why they chose to work in journalism, half of the interviewees said they wanted to realize their dreams and promote the social progress. Sixty percent of the media professionals had a bachelor's degree, and 36 percent had a master's degree.

In addition to the usual life pressures, media professionals also suffered other threats due to their work. Some 20 percent of media professionals said they have been threatened or intimidated on the job, and 10 percent were involved in legal disputes.

Most media professionals work more than nine hours every day and overtime is common.

Fourth Episode: Young Civil Servants

The survey interviewed 4,712 young civil servants in 165 departments and institutions around Beijing. Civil servants were generally highly educated. Among the young civil servants in Beijing, nearly 90 percent possessed a bachelor's or master's degree.

Young civil servants spend an average of 8.7 hours at work, and civil servants in the judicial department work longer than others.

Chinese civil servants' earnings are low. About 60 percent of the interviewees in this group believed they were among the lowest earners.

Fifth Episode: Young Entrepreneurs

Five young entrepreneurs narrate their experience of establishing a business in Beijing. Most people in this group come to the capital to develop themselves rather than to earn money.

While many people imagine that young entrepreneurs are involved in high-tech fields, 60 percent were involved in the retail, commercial or service industries.

Family offered the startup capital for 58 percent of the young entrepreneurs. Another 28 percent got their money from friends.

Sixth Episode: Young Adults in Agriculture

Beijing has 91,100 youths working in agriculture. Their yearly earnings average 34,000 yuan and their main expenses are meals, gas, electricity and water.

Seventh Episode: Young Foreigners

Among foreign workers in Beijing, almost 4 percent are senior managers, 20 percent are middle managers and 36 percent are office workers.

About 60 percent of the young foreigners said they were interested in the city's food, culture and folk arts.

Most said they spent their free time in Houhai, Sanlitun, Nanluogu Xiang or 798 Art Zone. ■

(By Shu Pengqian, Zhu Bei)

